

viaVerio Partner Success Story: Accrisoft



viaVerio Partner Accrisoft Corporation

Challenge

Find a reliable and complete hosting solution that allows Accrisoft to focus on Web-enabling their customers' businesses.

Solution

- › Verio Signature Solutions
- › Verio Virtual Private Server Solutions
- › Verio Managed Private Server Solutions

Results

- › Competitive pricing and technology support
- › Seamless reliability for Accrisoft customers
- › Reliable platform with optimum performance to support Accrisoft software applications
- › 15-20 percent new customer acquisition

Accrisoft Empowers Small-to-Medium-Sized Companies to Grow Their Business Online

The road less traveled could be the way to describe the business ventures of Florida entrepreneur, Jeff Kline. Kline found himself heading a Boca Raton Web-development company. He explored the industry for more than half a year and, in the process, found it to be an uncertain path. Keeping up with customers' requests for highly customized work proved to be more than a full-time job and also difficult to stay profitable.

So Kline took another road and founded a software company – Accrisoft – that has grown to become a major player in the fast-growing Software as a Service (SaaS) industry. The company develops software packages with approximately 80 modules including content management, email marketing, e-commerce, interactive calendars, forms and communications, requested by customers.

Today, Accrisoft is in the Software-as-a-Service (SaaS) business and builds out modules that let customers manage their own Web content. More than 80 different modules exist for billing, e-mail marketing, content management and Web-site design. "Small-to-medium-sized business customers have access to turnkey solutions that are typically only available to much larger organizations," says Kline, its chief executive officer and president.

Hosting Synonymous with Electricity

Once Kline defined Accrisoft's core competency, he had to make a business decision concerning Web hosting. "We knew we could host our own solution and save some money," he explains. "But we realized we didn't want it to be a focus since it wasn't the core value-add to our customers."

With this decided, Kline began looking at different hosting options. Ultimately, he selected Verio, because of its longstanding relationship with his company and because Verio "gave us root access to everything we were interested in."

For Accrisoft, selecting a hosting provider proved a simple process. "With many of the other hosting providers, you have to configure your own computer or platform," he explains. "We were looking for a simple, best-in-class, reliable solution so we could stay focused on our software, sales and marketing. Technology and platforms should be very complex in the background but simple to use for solution providers and their end users."

Pricing and technology support were also important factors for Accrisoft, and Kline found Verio to be very competitive as well as easy and enjoyable to work with. "We have found Verio pricing to remain very competitive



“Early on, we realized we did not want to be in the hosting business. To me, hosting is like electricity. I don’t want to know how the power plant works; I just want to throw the switch and my lights turn on. We leave hosting to Verio as the expert in the business so we can focus on our core competency: providing Software as a Service.”

► *Jeff Kline, Founder, CEO and President, Accrisoft*

in the market, and the company’s solutions to be among the best in the industry both in terms of reliability and support. This likely has something to do with its parent company, Japan’s NTT Communications. That Verio is backed by one of the largest telecommunications companies in the world means a lot to us.”

Seamless Reliability for Customers

For Accrisoft customers, the migration to Verio proves a very fluid process. “We sell our solutions direct to end customers, we also sell through solution providers or resellers. We insist that they use Verio’s Web hosting solutions because we know they are the best out there and that our applications perform optimally on them. Verio is a major hosting provider with highly reliable solutions and a proven track record of performance,” says Kline.

“Once customers realize that hosting is like electricity when it operates properly, it becomes one of the minor points in their overall discussion with Accrisoft, its CEO says. We provide clients with complete, turn-key business solutions that require little to no technical expertise to implement and use.”

Accrisoft operates Verio Shared Servers, Virtual Private Servers (VPS) and Managed Private Servers (MPS) to provide its customers with the software applications they require to strengthen their businesses. Larger customers

are set up with dedicated VPS or MPS servers while smaller companies are set up with Verio Signature solutions or as multiple tenants on shared VPS environments.

Joining Forces for Success

One of the solution providers with whom Accrisoft works, Michael Reynolds of SpinWeb, has a Web design and development company in Indianapolis. Reynolds is a devoted Verio customer and attends many of its Reseller Partner Advisory Council meetings.

“Reynolds always thought he needed to develop his own software to address the business needs he and his clients faced, but I kept urging him to try our software because I knew he’d see the value once he tried it. He finally did and, in less than 12 months, he completely converted his entire business over to Accrisoft. Today he’s an advocate while, ironically, he wasn’t interested just three years ago.”

Kline doesn’t see any value in “going it alone” on the hosting or application side. Partnership is key. “Where you win is by building relationships with the customer, and creating beautiful customized designs on top of the application. This makes for a very strong Web strategy from start to finish.”



“The Verio platform is tried and true. It’s a complete solution that brings us peace of mind and a competitive advantage.”

► *Jeff Kline, Founder, CEO and President, Accrisoft*

Embracing Core Competencies

Accrisoft works to forge strategic alliances so it can concentrate on software development and business consultancy with its clients. “When you try to build your own Web hosting infrastructure from the ground up, you end up cobbling things together. The result is a lot of headaches,” says Kline. “The Verio platform is tried and true. It’s a complete solution that brings us peace of mind and a competitive advantage.”

Verio allows Accrisoft the latitude to embrace its core competency: assisting customers to Web-enable their business. “The value we bring to our customers resides in the relationships we’re able to establish and the domain expertise we have in helping them to grow and manage their business. We help them bring more of their business online. Our SMB customers are able to leverage the Web to increase revenue, decrease expenses, enhance productivity and improve communication in the same way that Fortune 500 companies do.”

Accrisoft has continued to grow in acquiring more customers, attributing its relationship with Verio to driving 15-20 percent of its business growth. “In this economy and in the technology business, the rules of the game are constantly changing,” he explains. “You go to sleep with your clothes on. It’s important to create strategic alliances and exchange best practices in order to ensure success and continue to grow

in today’s economy.” Verio facilitates the formation of strategic alliances and sharing of best practices through its strong reseller partner community, partner summits, and its partner portal.

About Accrisoft Corporation

Accrisoft is changing the rules when it comes to creating, building, and maintaining Web sites that increase profits, enhance productivity, and improve communications. Accrisoft Freedom™ web empowerment software enables all types of businesses and organizations to rapidly and cost-effectively create, build, and manage their own websites to increase revenues, decrease expenses and enhance customer communications. Accrisoft Freedom customers can easily transform their websites in order to market products and services, automate business processes, capitalize on e-commerce, and leverage the full power of the Internet via a modular, pay-as-you-grow model.

Accrisoft is a privately held company headquartered in Boca Raton, Florida. Accrisoft serves a wide range of customers including retail establishments, government departments, healthcare facilities, trade associations, educational institutions, media companies, not-for-profit organizations, chambers of commerce, along with a growing roster of other businesses.

- For more information, visit: www.accrisoft.com.

